

# Global Consumers Have Spoken: Here's What Your Brand Needs to Do Next

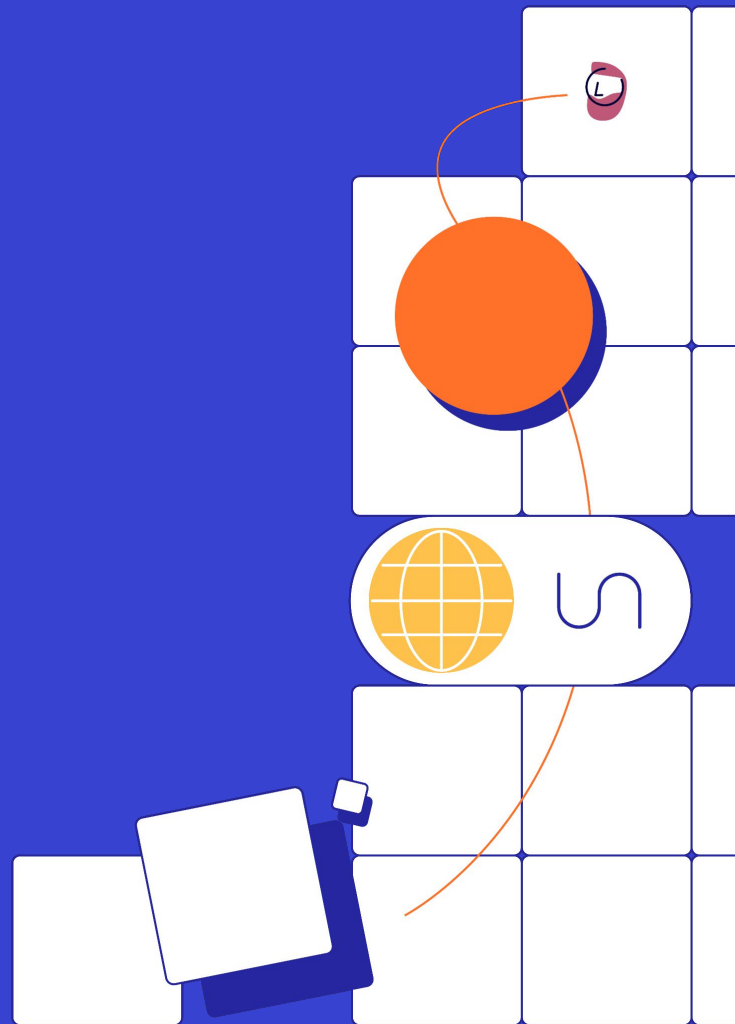
*Fireside chat with*  
**Vasco Pedro, CEO of Unbabel**  
**Florian Faes, Cofounder of Slator**



**Vasco Pedro**  
CEO & Cofounder  
Unbabel



**Florian Faes**  
Cofounder  
Slator



## Complexity is the new normal.





**69% of consumers say it's “very” or “extremely” important that brands offer an end-to-end customer experience in their native language.**



**68% would switch to a brand that offered support in their native language.**



**57% consider brands biased when they don't offer multilingual experiences.**

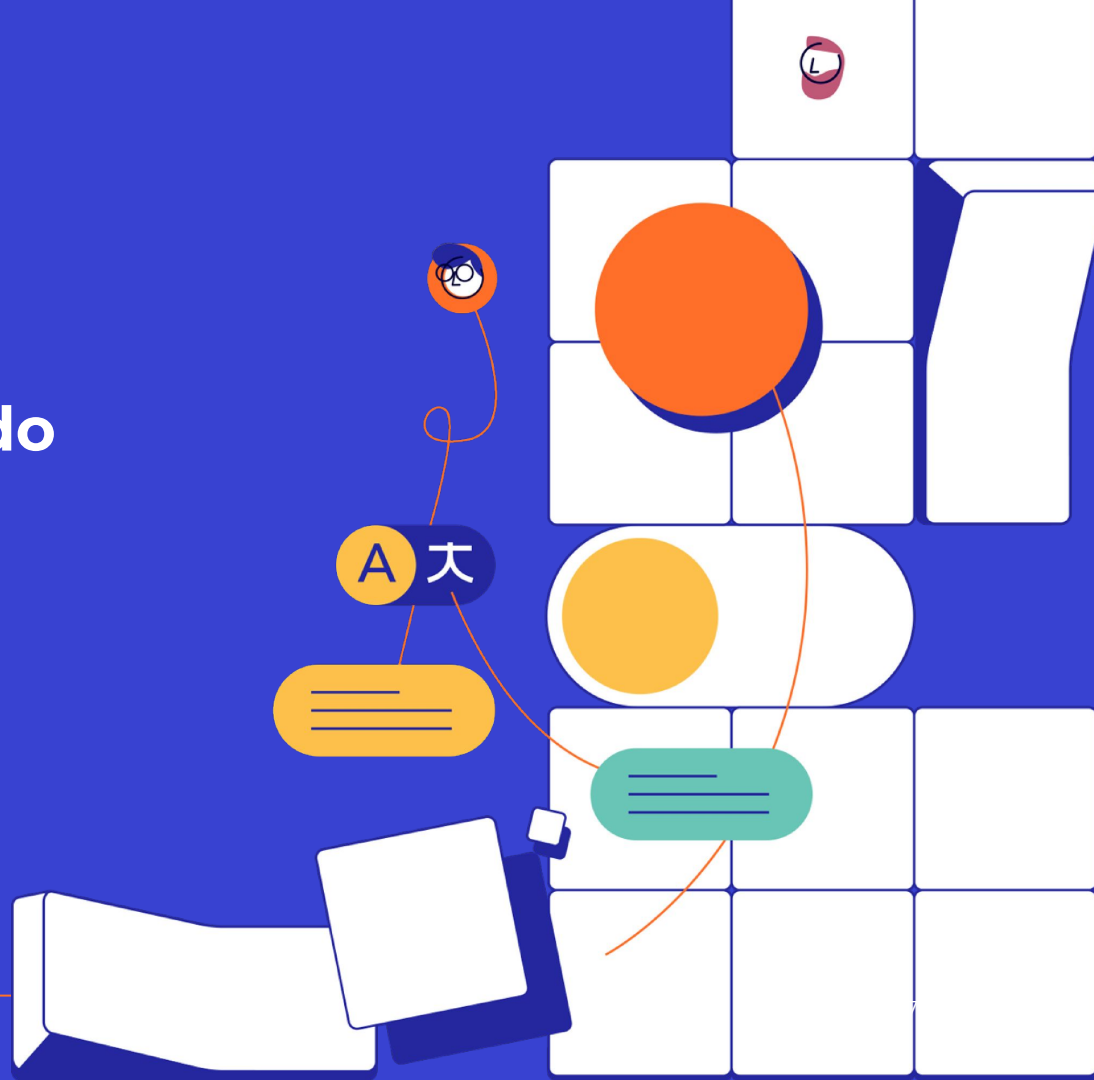
**The holidays are coming...**

**Cross-border e-commerce is way up as a result of COVID and 46% of global shoppers will buy directly from international retailers.**

Source: [Forbes](#)



# What brands need to do





- Commit to offering intensely localized experiences
- Find a scalable solution that lets you offer native-language customer service
- Instead of hiring agents for language skills or stretching your existing workforce, use AI-powered machine translation to make your best agents instantly fluent in any language
- It's not enough to just translate content; pay special attention to cultural nuances
- Be clear on your values and commit to empathetically representing the audience to build customer loyalty





# Top 3 challenges of scaling multilingual experiences



## 1. Cost



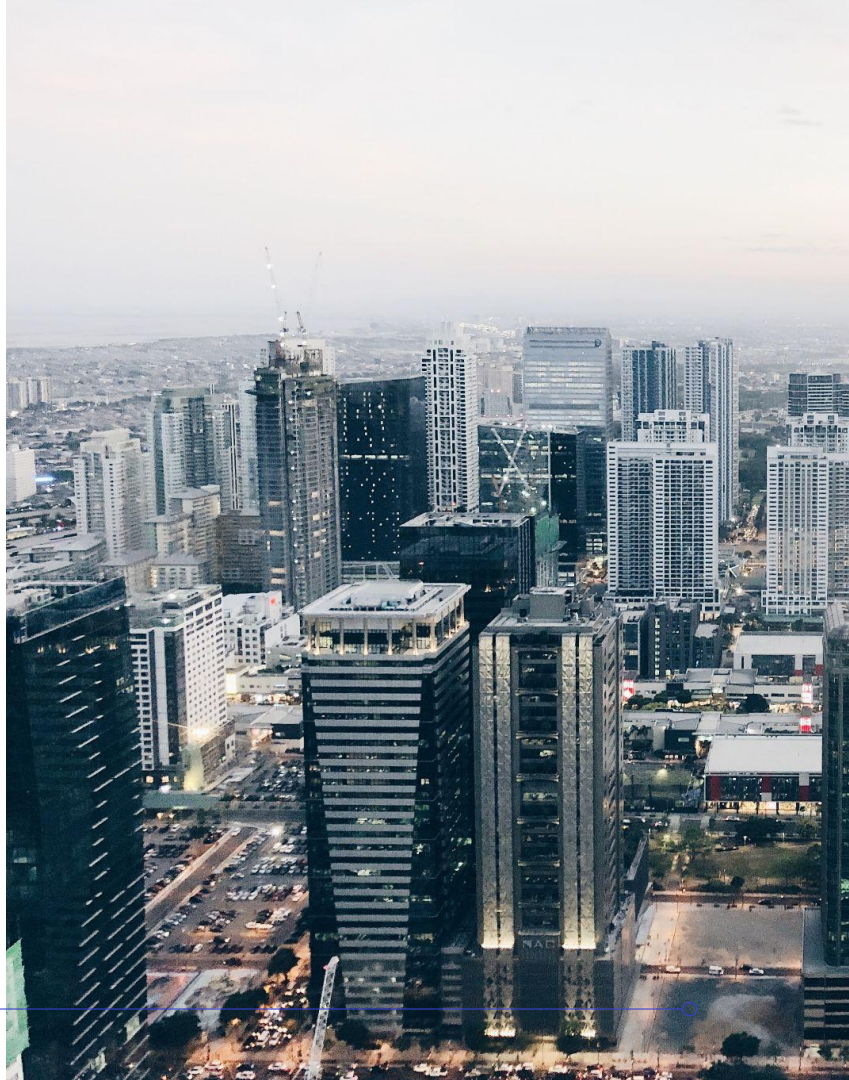
## 2. Decentralization



## 3. Lack of ownership

# How to solve for translation at scale

- Human-in-the-loop machine translation helps you balance quality and speed
- Machine translation allows you to do more with your existing workforce
- AI lets you dramatically reduce the cost of adding customer support in multiple languages





# Centralizing the language function lets you

- Prioritize translation throughout the organization rather than treating it as a one-off departmental initiative
- Leverage AI technology to lower costs and do much more with less (hiring fewer native speakers, more effectively allocating your resources across departments, etc.)
- Enable seamless and cohesive native-language communication across the entire customer journey



# Questions?